



Michigan.gov Web Site Design Standards

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NOTE TO ALL PROJECT MANAGERS AND DEVELOPERS:

The content of this style guide is the copyright protected information of the State of Michigan. Use of the style guide is intended for the purposes of communicating to source code designers, developers and project managers the appearance system and information architecture requirements in place on the Michigan.gov portal web and compatibility with current State of Michigan agency web sites migrated to the Michigan.gov technology platform (www.michigan.gov).

Those bidding on state project and e-initiatives should use this style guide as a reference manual in building and constructing their specific web based applications and setting design requirements.

Naturally, no style guide can take into account every possible aspect of any given design. Therefore it is the responsibility of any development or project manager to contact the e-Michigan Office and Webmaster to receive the latest upgrades and specifications regarding all information contained within this document prior to designing, constructing or delivering any web based or on-line services solution for the State of Michigan.

All aspects of the banner header graphic (lighthouse image) are under the express control of the e-Michigan Office. **Developers should not attempt to imitate or recreate the Michigan.gov brand or graphics elements represented within this document.**

Requests for any Michigan.gov brand element should be made to the e-Michigan Office Center of Excellence: attention Webmaster.

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Design Standards using the Michigan.gov Brand

Introduction

The Michigan.gov logo and banner design standards are based on current the Michigan.gov branding established with the portal web site at www.michigan.gov. During the process of moving all state agency sites to the Vignette Content Management Platform, additional branding was needed to support applications that remained on state servers as well as non-vignette applications being built by outside vendors. This document encompasses those standards into tangible and intangible elements, such as consistent tone and visual brand, that define the Michigan.gov state brand identity.

The purpose of this document is to communicate these design standards, conventions and idioms to be used in the creation and maintenance of the Michigan.gov Agency Migration web sites and apply the information architecture adopted by Michigan.gov.

These standards apply to look and feel (e.g., fonts, colors, graphic buttons, icons and photography), navigation blueprint, location and position of required elements including policies, copyrights and other key elements of the Michigan.gov brand.

Visual Style Requirements – Standard Page Elements

There are a number of page elements that comprise the Michigan.gov brand. Some elements are standard and required across all page displays, while others remain optional – to be applied through the design requirements process depending on the application's navigation.

There are several basic assumptions that comprise the standard information architecture of any application design layout. They include:

1. 800 x 600 pixel optimized screen resolution (256 color minimum)
2. 450 pixel above the fold priority for primary content display
3. 740 pixel maximum width build display
4. Display correctly in both IE (Internet Explorer) 4.X and NS (NetScape) 4.X

Required Page Elements

These elements appear on all pages, except where otherwise specified: they include:

1. Michigan.gov co-branded Agency or Cross agency banner header region
2. Sub Header Top navigation with embedded links and optional search features
3. Application Body Area and for main content
4. Footer with policy and special features links